

## **IMPROVING CUSTOMER SERVICE**

## Initiatives Underway

## IMPROVING CUSTOMER SERVICE

## 1. Identifier for the Initiative: NPR Customer Service Initiative.

Collaborators for this initiative: NPR, DOT, FAA

Brief Description of the initiative: Developing customer service standards for external customers began with Executive Order 12862 in 1993. The Executive Order requires each Federal Government Department/Agency to develop customer service standards for its external customers and to provide customer service equal to the best in business. To date, FAA has established customer service standards for fourteen different products and services. The following is a list of those standards, the organization that published them, and the year they were established:

Air Traffic:

- ◇ FAA Weather and Flight Service, Direct User Access Terminal (DUAT) System; FY95
- ◇ Capacity and Demand Management; FY96
- ◇ Route Planning; FY96

Airports:

- ◇ Federal Grant Program for Capital Planning and Developing of Nation's Airport; FY95
- ◇ Land Acquisition; Construction Design; Operational Standards; Certification and Compliance; and Environmental and Community Compatibility; FY96

Regulation and Certification:

- ◇ Commitment to Improved Airmen Certification; FY94
- ◇ Pilot Medical Certification; FY95
- ◇ Exemption Petitions; FY96
- ◇ Operation Specification; FY96
- ◇ Minimum Equipment List; FY96
- ◇ Aircraft Certification Systems Evaluation Program; FY96

Commercial Space Transportation:

- ◇ Customer Service in the Office of Commercial Space transportation: A Commitment to Excellence; FY96
- ◇ Licensing Commercial Space Launches from Federal Launch Sites; FY96

Security:

- ◇ Civil Aviation Security; FY95

Expected outcome(s)/Result(s) of this initiative: Improved customer service. Greater customer satisfaction.

Measures that will indicate the initiative's success: All customer service brochures have been distributed. All customers have been made aware of the customer service standards. An appropriate sample of customers have been surveyed for input and improvements.

Time frame of when results are expected to occur: September 1997.

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## Initiatives Underway

## IMPROVING CUSTOMER SERVICE

## 2. Identifier for the Initiative: Aviation Safety Reporting System (ASRS)

Collaborators for this Initiative: ASRS was established in 1975 under a Memorandum of Agreement between the FAA and NASA. FAA provides most of the program funding (\$2.4M in FY 1997), NASA administers the program and sets its policies in consultation with the FAA and the aviation industry.

Brief Description of the Initiative: The ASRS was established to enhance the incentive for users of the aviation system (especially pilots, mechanics, and flight attendants) to report aviation safety problems that they have encountered before those problems cause an accident or incident. Reporting is voluntary, but the reports are held in strict confidence and the reporter obtains limited immunity from FAA enforcement under certain circumstances. In response to concerns that the FAA might nonetheless use such information for enforcement purposes, NASA was contracted to operate the program, and it gives only de-identified information to the FAA.

Expected Outcome(s)/Result(s) of this Initiative: Obtaining information that would not otherwise be available to help prevent accidents and incidents.

Measures that will Indicate the Initiatives Success: Increased reporting; Fewer accidents and incidents.

Time frame when Results are expected to Occur: Ongoing.

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## Initiatives Underway

## IMPROVING CUSTOMER SERVICE

## 3. Identifier for the Initiative: National Route Program (NRP).

Collaborators for this initiative: Federal Aviation Administration (FAA), MITRE's Center for Advanced Aviation System Development, Air Transport Association.

Brief description of the initiative: The National Route Program is a traffic management initiative offering flexible, cost effective routing options, as an alternative to published preferred Instrument Flight Range (IFR) routes, to the user community. The National Route Program began a phased implementation on January 9, 1995. In order to facilitate user participation, on January 31, the FAA provided briefings to the user community. With the phased implementation completed on October 7, 1996, the National Route Program currently authorizes flights operating at or above flight level 290 to file tracks without regard to published preferred IFR route requirements except within 200 nautical miles of departure point or destination airport.

Expected outcome(s)/result(s) of this initiative: As an ongoing program to enable aircraft to fly on user-preferred routes, the NRP provides a number of benefits to our customers, the users of the National Airspace System. By allowing users to file routes around areas of known turbulence, airlines can provide their customers with a safer more comfortable travel experience. This promotes greater usage of the airline industry for the travel needs of consumers. By allowing users to file routes with respect to the dynamic movement of the jet stream, airlines save thousands of dollars daily. This fuel savings opportunity promotes a more responsible approach to using our natural resources, while enabling industry to increase profit margins. Finally, in an industry responsible for providing a timely service to its customers, allowing users to file routes avoiding certain system constraints gives airlines the flexibility to maintain a greater level of efficiency with respect to on time performance.

Measures that will indicate the initiative's success: User participation in the program is a key measure. During one week in February 1996, the average daily number of flights filing NRP was 630. During a week in April 1996, the average daily number of flights filing NRP was 967. By January 1997, the average participation was 1200 flights per day, an increase of over 90% from February 1996. Another key measure is user reported time/fuel savings. In June 1995, one airline reported a time savings of 8,000 minutes. The same airline reported in March 1996 a time savings of 12,000 minutes, an increase of 50% over June 1995 at a savings of \$500,000 in March alone. Again in June 1995, another airline reported an estimated fuel savings of 1,000,000 pounds. In March 1996, that

airline reported a savings of over 1,500,000 pounds of fuel, translating to over \$120,000 dollars in fuel cost savings for a single month.

Time frame of when results are expected to occur: Results are ongoing.

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## Initiatives Underway

## Improving Customer Service

## 4. Identifier for the Initiative: NPR Federal Blue Pages Project.

Collaborators for this initiative: NPR, GSA, DOT, FAA

Brief Description of the initiative: FAA is participating in the NPR project to revise the FAA's listings in the telephone directories throughout the country to list them in a more customer friendly manner. The object is to make available to customers the most critical numbers they may need to obtain aviation services. To make improvements, we are focusing on listing phone numbers by function rather than organization, providing toll free numbers where available, and targeting as many major cities as possible to publish our listings. To date, FAA has published improved listings in twenty five cities nationwide.

Expected outcome(s)/Result(s) of this initiative: This initiative will allow our customers to contact us easily and quickly, and we will be able to address their needs faster. The major accomplishments will be improved customer service and greater customer satisfaction.

Measures that will indicate the initiative's success: Publishing improved FAA phone listings in the top one hundred cities identified by GSA and DOT. Customer feedback indicates that our listings are much easier to find and that they are able to reach the FAA service providers in less time, with less hassles.

Time frame of when results are expected to occur: Ongoing.

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5. Identifier for the Initiative: National Aviation Safety Data Analysis Center (NASDAC).

Collaborators for this Initiative: FAA, NTSB, other Government & Industry Organizations

Brief Description of the Initiative: The NASDAC is a state-of-the-art facility that is designed to enhance significantly the agency's capability to integrate safety information and conduct in-depth safety analyses in relation to its internal decisionmaking processes. It provides rapid automated access to a unique system of databases that integrates commercial and Government information, accident and incident data, aircraft-specific information, international safety recommendations, airport and navigational aids, and safety trend analyses. With a data storage capacity exceeding 300 billion bytes of information, equal to a stack of documents 500 times the height of the Washington monument, NASDAC houses one of the world's most extensive collections of aviation safety data.

Expected Outcome(s)/Result(s) of this Initiative: Developing into an FAA corporate resource to improve decisionmaking by aviation managers throughout the agency; Making NASDAC information and search tools electronically available to FAA offices everywhere; Serving as an international clearinghouse for the sharing of aviation safety information.

Measures that will Indicate the Initiative's Success: Increased use of NASDAC by FAA decisionmakers as familiarity increases; Improved decisionmaking from the use of better data and data search tools.

Time frame when Results are expected to Occur: Ongoing.

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6. Identifier for the Initiative: Aviation Safety Hotline Program.

Collaborators for this Initiative: FAA

Brief Description of the Initiative: The agency established the Aviation Safety Hotline Program in 1985. The toll-free hotline provides a means for persons with knowledge of unsafe aviation situations, improper record keeping, or other safety violations to report them without fear of recrimination. Callers have the option of allowing the agency to disclose their identity, disclosing their identity to the agency but requesting confidentiality, or remaining anonymous.

Expected Outcome(s)/Result(s) of this Initiative: Improved aviation safety.

Measures that will Indicate the Initiative's Success: Successful resolution of issues based upon information from the hotline that would not otherwise have been available.

Time frame when Results are expected to Occur: Ongoing.

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## Initiatives Underway

IMPROVING CUSTOMER SERVICE  
EXPANDING PARTNERSHIPS WITH THIRD PARTIES

## 7. Identifier for the Initiative: Aviation Safety Information on Internet

Collaborators for this Initiative: FAA, Airline Industry

Brief Description of the Initiative: In July 1996, Senators Ford and Wyden wrote the agency asking it to determine how aviation safety information could be made more available to the public. The Assistant Administrator for System Safety (ASY) was created in part to coordinate issues that affect several offices within the agency, even when, as here, the issues themselves are not consistent with ASY's mission. Thus, ASY agreed to help coordinate the startup of this effort because the relevant information is collected and maintained by not just one, but several, offices throughout the agency. The Office of Information Technology (AIT) created a new "button" on the FAA Internet home page, entitled "Aviation Safety Information," and the first such information was made available to the public via that button on February 28. Additional safety data will be added later in the year by various offices, including a public education portion with narrative materials to help travelers better understand the respective roles of the various segments of the aviation community -- the FAA, carriers, manufacturers, repair stations, passengers, safety and security inspectors, flight crews and others -- in maintaining and improving aviation safety. The agency has begun working with the aviation industry to see how the private sector can best help with the public dissemination of useful aviation safety information. Not yet decided is which office in the FAA will ultimately lead this effort, or how much in additional resources will be necessary to do it properly.

Expected Outcome(s)/Result(s) of this Initiative: Making important aviation safety information more accessible to and usable by the public, thereby reducing the agency's volume of Freedom of Information Act (FOIA) requests for such information.

Measures that will Indicate the Initiative's Success: FAA Web site access statistics; Public awareness and satisfaction; Reduction in agency FOIA workload.

Time frame when Results are expected to Occur: Almost immediately with respect to each type of information as it is placed on the Internet.

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## Proposed Initiative

IMPROVING CUSTOMER SERVICE  
EXPANDING PARTNERSHIPS WITH THIRD PARTIES  
ACCOMPLISHING GOALS WITH CONSTRAINED RESOURCES

## 8. Identifier for the Initiative: Global Analysis and Information Network (GAIN).

Collaborators for this Initiative: Airlines, Manufacturers, Trade Associations, Labor Unions (Pilots, Air Traffic Controllers, and Mechanics), the Military, Universities, Information Technology Consultants, and Government Agencies.

Brief Description of the Initiative: FAA has proposed a privately-owned and operated international infrastructure, known as GAIN, to collect, analyze, and disseminate aviation safety information to those who can use it to help improve aviation safety. GAIN would use a broad variety of aviation data sources, together with comprehensive analytical methods, to proactively identify existing and emerging safety concerns. By helping the aviation community identify existing and emerging safety concerns before they result in accidents or incidents, this type of worldwide sharing of aviation safety information would be a major part of the effort to achieve Zero Accidents. The first GAIN workshop, held in October 1996 in Boston, was attended by more than 150 safety professionals from eight countries, representing airlines, manufacturers, trade associations, pilots, air traffic controllers, mechanics, the military, universities, information technology consultants, and Government agencies. The Royal Aeronautical Society will host the second GAIN conference in May 1997 in London, which will bring the concept to a wider international audience. The second conference will build on the progress made in the first workshop, including progress reports on the development of prototypes, and will encourage active participation from aviation organizations worldwide.

Expected Outcome(s)/Result(s) of this Initiative: GAIN is envisioned as an information system run by the aviation community, resulting in significant cost savings, i.e., fewer accidents, through the sharing of data, analytical methodologies and results. By providing an appropriate organization, protecting data providers, and developing remedies and sharing them with those in the aviation community who can use them to improve safety, GAIN can help make the goal of Zero Accidents achievable.

Measures that will Indicate the Initiative's Success: Short term -- Developing several operating GAIN prototypes as proofs of concept to provide actual experience in the operation of such information infrastructures. Longer term -- Evolving from these prototypes to a system-wide international information infrastructure network. Overall -- Reducing international aviation accident rates.

GAIN (Cont'd)

Time frame when Results are Expected to Occur: The goal is to develop several operational prototypes by October 1997.

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